

NEWS RELEASE

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CTIA Contact: Amy Storey
202.736.3207
astorey@ctia.org

One Economy Contact: Stacey Pantazis
310.575.9200
stacey@lauferpr.com

Leading Wireless Providers Team Up to Educate the Wireless Generation

CTIA—The Wireless Association®, AT&T, Sprint, T-Mobile and Verizon Wireless team up with One Economy Corporation to launch wireless broadband adoption initiative in low-income communities

SAN DIEGO, CA – CTIA-The Wireless Association®, on behalf of the nation's four largest wireless service providers—AT&T, Sprint, T-Mobile and Verizon Wireless—announced a \$1 million, two-year partnership with One Economy Corporation to launch Wireless Digital Connectors—A Mobile Broadband Initiative in low-income communities across the country.

The Initiative will immerse 360 youth ages 14-21 from low-income communities around the country in mobile technology using a customized curriculum developed by One Economy, the sponsoring wireless service providers and CTIA. These youth will then educate their communities about mobile applications for health, finance and government services, along with such issues as wireless safety for a total of 20,160 hours of community service.

The curriculum will be made available to participants in One Economy's existing Digital Connectors programs, which have trained 3,000 young people and brought the benefits of technology to 17 states and the District of Columbia through 56,000 hours of community service. The program is on track to double in size over the next two years, ensuring that thousands of young people have access to mobile technology training and create a multiplier effect by extending the benefits of mobile Internet into their communities.

"Our interest in expanding this proven program is to provide young people with the power of the mobile Internet and technology to enhance their lives as well as the lives of those in their communities," said Steve Largent, President and CEO of CTIA-The Wireless Association. "By putting young people at the center of technology-oriented problem-solving, we serve both our communities and our businesses."

Participants, called "Wireless Digital Connectors," will receive 160-200 hours each of training in a year-long, after-school program. In addition to a general education and life-skills curriculum based on mobile access, participants will receive targeted training including wireless technology training in user interfacing/design, HTML, JavaScript, design, and coding and mentoring and tutoring in programs with CTIA member companies and nearby colleges where youth can experience first-hand the potential benefits of their training.

Additionally, a Wireless Mobile Application Labs for Teens will bring youth awareness of a variety of mobile operating systems, application stores and handsets, allowing Digital Connectors to develop mobile apps that benefit their communities, from local health services and financial planning, to affordable childcare and educational games.

The Initiative seeks to leverage the creative talents of young people to develop and disseminate content that is both innovative and meaningful, while providing much needed services and information to low-income communities.

“This program is about connecting people to the tools they need to improve their lives through a sustainable, lasting and innovative curriculum focused on mobile technology,” said Rey Ramsey, CEO of One Economy. “The Wireless Digital Connectors will have access to a first-rate technology education that enables them to compete in a 21st century economy. At the same time, they develop meaningful, innovative mobile applications with a social purpose and connect their neighbors to tools and information they need most.”

Wireless Digital Connectors are committed to at least 56 hours of technology-related community service each, ensuring that the skills and knowledge they’ve gained can spread virally throughout their communities. In addition to other locations, the Wireless Digital Connectors will leverage the mobile application labs to efficiently deliver information and training to their neighbors, including creating a prototype mobile application with simple formatting so individuals may find things like where to receive medical care in their local community. The Connectors could also provide services such as Wi-Fi access to a community center and educating community members on using social media mobile applications

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About One Economy

One Economy is a global non-profit organization that uses innovative approaches to deliver the power of technology and information to low-income people. More than 17 million people have used One Economy's online tools and resources to build better lives. To date, One Economy has launched on-the-ground programs in 42 U.S. states, Africa, Europe, Latin America and the Middle East. Learn more at www.one-economy.com.

About CTIA-The Wireless Association

CTIA is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. Visit www.ctia.org for more information.

Wireless CEOs are Talking about the Digital Connectors

“At AT&T, we see a tremendous connection between advancing education, strengthening communities, and improving lives. The Digital Connectors Program is a mobile broadband initiative that empowers youth to serve in local communities. Our investment will be returned in multiple ways—from increasing digital literacy to capitalizing on wireless technology to help increase social mobility.”

—**Ralph de la Vega, President and CEO, AT&T Mobility and Consumer Markets**

“To positively impact the communities we serve, Sprint looks for the touch points in people’s lives. Wireless technology is already in the hands of so many, so we strive to have these technologies utilized to their fullest potential. That’s why the Wireless Digital Connectors Program is a win-win. Not only are we turning wireless technology into a tool of economic empowerment, we are tapping the creative minds of youth to solve some of the most challenging issues in applying technology.”

—**Dan Hesse, Chief Executive Officer, Sprint**

“T-Mobile understands that connecting youth to positive people, places, and programs is the key to having young people realize their potential. Wireless Digital Connectors gain marketable skills, while experiencing first-hand the real and potential benefits of their training. The expertise these young people acquire will not only be effective for today, but will equip this 21st century workforce with the tools to succeed throughout the rest of their lives. At the same time, the community service element allows us to advance issues of critical importance to our firm such as wireless safety.”

—**Robert Dotson, President and CEO, T-Mobile**

“Wireless Digital Connectors places our nation’s next generation of leaders and innovators at the forefront of mobile technology, while challenging them with real problems whose solutions produce meaningful results. Verizon Wireless recognizes and values our young people’s potential to develop applications that benefit communities and bring vital resources to families, friends, and neighbors.”

—**Lowell McAdam, CEO, Verizon Wireless**